

## SOCIAL DISTANCING CAMPAIGN LAUNCHED TO HELP BUSINESSES

The Northwich BID has launched a social distancing awareness campaign this summer to help businesses reopen safely and to reinforce guidelines for visitors.

As part of a range of measures to help traders during the Coronavirus outbreak, the Northwich BID has supplied floor vinyl stickers, window graphics, handwashing posters and counter cards so that businesses can make their customers feel as safe as possible.

Northwich BID has also been publishing a series of graphics featuring recommendations and advice for people travelling into the town centre to bear in mind.

These include a reminder about respecting guidelines set out by businesses, the importance of social distancing and how crucial it is for shoppers to wash or sanitise their hands regularly while out and about.

Northwich BID Manager Jane Hough has explained more about the messaging and how important it is for people to follow the guidelines to ensure everyone has a good shopping experience.

"We know that some people will be apprehensive about returning to the high street which is why they need to feel safe and confident as they shop," said Jane.

"That's why we're focusing a lot of our messaging on respecting social distancing and being kind to others, whether that's fellow shoppers or businesses and their employees.

"If everyone is mindful of the guidelines then people can still enjoy coming to Northwich to shop and enjoy hitting the high street again. We can't wait to see more visitors returning to our businesses."

## BUSINESSES SHOW RESOLVE DURING CORONAVIRUS PANDEMIC

At the end of March businesses were forced to close their doors to customers because of the COVID-19 restrictions.

The future was unclear for many and it was an uncertain time for all. Since then however they have shown incredible resolve and ingenuity, adapting their services to keep trading in different ways to allow them to still reach their customers.



This included deliveries of drinks and food by bars and restaurants, drop-offs of meat and vegetables by butchers and greengrocers and the introduction of appointment only visits to some shops and stores.

Many businesses also quickly adapted to offer their services virtually, arranging meetings via Zoom and Skype to ensure they were still there for their customers through a very challenging period.

People were still able to keep fit too via online fitness classes and sessions which proved extremely popular on a weekly basis.

Northwich BID Manager Jane Hough couldn't be prouder of the way the town's businesses have adapted over the spring and summer, commenting: "From the very beginning of the pandemic our businesses have been proactive and creative to introduce new ways of working in a bid to keep trading.

"It's been amazing to see their passion and dedication and I hope the people of Northwich keep supporting them all over the summer and autumn as they need support and custom now more than ever."

## MESSAGE FROM THE CHAIR



Hello everyone and welcome to the summer 2020 Northwich BID newsletter – I hope this finds you well.

To say a lot has happened since the last edition would be an understatement; what a rollercoaster last few months it's been for everyone!

I'd like to start by saying how amazing it has been to see all of your hard work, dedication and perseverance since the beginning of lockdown.

So many businesses adapted to new ways of working in a heartbeat, while others thought of new methods to still be able to reach out to their customers such as home delivery services and appointment only store visits.

Even the businesses that had to stay closed were hard at work revamping their premises or planning new and exciting things for when they could reopen.

This period has really reinforced my belief that we have an amazing community of businesses here in Northwich and the BID team can't wait to see you all grow and develop once more over the coming months.



Since the end of March we have been working hard to provide businesses with crucial information that has been outlined by the government in terms of financial support and health and safety guidance and we will continue to keep you updated on this over the summer.

Moving quickly onto a couple of project updates and I'm pleased to announce that Northwich Wishes continues to go from strength to strength, while our Northwich Together campaign has now had over 40,000 views on the Visit Northwich Facebook page.

It was also good to team up with Northwich Town Council earlier this summer on a greener and cleaner project to fund bunting and a range of floral displays. Keep your eye out for these when you're in town.

I'd like to finish by wishing you all a positive next few months and I hope you all manage to stay safe and well.

**Yours Sincerely,  
Michael Thomas,  
Chair of the Northwich BID Executive Board**



## BID MAKING WISHES COME TRUE IN NORTHWICH THIS SUMMER



The Northwiche BID has launched a campaign that's designed to help people see beyond the Coronavirus pandemic and also look forward to enjoying normal everyday activities with their friends and family.

Northwiche Wishes encourages people to submit a wish to the Northwiche BID through the Visit Northwiche website or Facebook page outlining an activity or experience they wish they could do right now or haven't been able to until very recently.

The Northwiche BID then helps make these wishes come true by liaising with town centre businesses to provide each weekly winner with what they need to carry out their wish.

As part of the campaign, the Northwiche BID are also hoping to inspire people to create their own wish jars at home, with each wish entered becoming a list of activities to look forward to with friends and family when life returns to some form of normality.

So far a number of wishes have been granted including Janet Bennett receiving afternoon tea from Kanya Bistro to enjoy with her parents who had been isolating and Sue Waller's daughter being provided with lovely food from Vinnies Cakes and Shakes after being nominated by Sue.

Sue's daughter Kerry and her husband worked all through lockdown as key workers and had to take it in turns to look after their children.

Laura Moore also had her wish granted and received a £25 voucher from both H&M and River Island to buy clothes for her baby, while Kathryn Bradley and family had their wish granted to be able to enjoy a meal again with their best friends.

Northwiche BID Manager Jane Hough has explained more about Northwiche Wishes and why the campaign has been launched.

"With everything that's been going on over the last couple of months we wanted to create a bit of positivity and give something for people to look forward," said Jane.

"We also wanted to use it to chart the progress of the town centre as restrictions ease and shine a spotlight on the high street returning to something resembling normality as and when this happens.

"We hope that Northwiche Wishes will help people focus on the future rather than thinking about what they can't do right now and we can't wait to bring a smile to some faces as this campaign progresses."

For more about the campaign, head to the Visit Northwiche site: <https://www.visitnorthwiche.co.uk/northwiche-wishes/>.



## NORTHWICH TOGETHER HIGHLIGHTS COMMUNITY SPIRIT

There has always been a strong community element in the town between the businesses and the people who shop in Northwich regularly but this has been highlighted even more over the last few months through the #NorthwichTogether campaign.

The COVID-19 pandemic has been challenging for everyone but the Northwich community has pulled together to support one another and there has been so much interaction online demonstrating how businesses have adapted and their customers have remained loyal.

This culminated with a range of businesses saying a heartfelt thank you to the people of Northwich and beyond in a video released as part of the campaign.

It's had nearly 40,000 views on the Visit Northwich Facebook page, with followers showing appreciation

and thanks for all the hard work that the town's businesses have been putting in since lockdown began.

Northwich BID Manager Jane Hough has praised both businesses and consumers who have helped keep the town from grinding to a halt over the last few months despite the impacts of COVID-19.

"Although these last few months have been incredibly hard for everyone it has been moving to see the Northwich community pulling together to support one another.

"Whether it's been businesses sharing each other's posts, customers buying local to give shops a much-needed boost or stores completely diversifying to stay afloat, everywhere you look there are stories of hope, determination and perseverance."

## PARTNERSHIP WORKING BRINGS EXTRA COLOUR TO NORTHWICH



There is extra colour in Northwich this summer thanks to a joint venture between two organisations based in the town.

Northwich BID and Northwich Town Council (NTC) have both provided funding to install bunting and plants, with the last of the flowers having now been bedded in.

Visitors to Northwich can expect to see hanging baskets, railing baskets and raised planters, with the Northwich BID and NTC looking to add vibrancy and a touch of nature for shoppers to enjoy.

The project is a continuation of partnership working between the two organisations which has been evident in similar initiatives in recent years and has helped give the town a platform to enter competitions such as the Great British High Street and North West in Bloom awards.

It also falls under one of the Northwich BID's main objectives which is to help create a greener and cleaner town centre for businesses and visitors to enjoy as they move around the public realm.

Northwich BID Manager Jane Hough hopes people enjoy the flowers as more visitors return to the high street over the summer.

"We've funded this project alongside NTC because the flowers will add some much-needed colour to the town centre and will hopefully help brighten up people's visits to Northwich.

"The BID is very passionate about helping to create a greener and cleaner Northwich and this project helps towards achieving that goal."